

## INTERNATIONAL

## Moses scolds U.S. broadcasters

Australian says aid to young nations lags;  
also decries caliber of programs exported

American networks were rapped on the knuckles last week for allegedly failing to respond to national responsibilities and obligations. The man wielding the verbal ruler was Sir Charles Moses, secretary general of the Asian Broadcasting Union and for 30 years head of the Australian Broadcasting Corp.

Speaking at the annual awards banquet of the Alfred I. duPont Foundation in Washington, Sir Charles said American broadcasters have not moved with the speed or size of other broadcasting groups of the world in aiding young nations.

He said these young nations don't seek charity, and they are short of

money, equipment and "more fully trained professional" staffs. He explained that these nations have to sell education to their peoples and "this requires as much subtle skill in persuasion, and research into methods suitable to the circumstance of each country, as the selling of soap to sophisticated New Yorkers."

This training, he pointed out, can "best be undertaken" by the U. S. networks and the major national broadcasters of Europe and Asia on a "direct professional relationship" that doesn't have a "taint of patronage or charity."

Sir Charles noted that the Australian Broadcasting Corp., with about 4,700 employees, has had to make sacrifices to

send staff personnel overseas or to accept trainees at home. But "your big networks," he claimed, "with their large resources, could and should do far more. . . . You must remember that the channels allocated to any broadcasting organization are national property, and all who are permitted to use them have an obligation to accept national responsibilities."

The head of the recently formed Asian Broadcasting Union pointed out that Dr. Frank Stanton, president of CBS Inc., has said CBS may be ready to assist in setting up a technical training institute in Asia for radio and TV. Sir Charles called this institute a "vital ABU project" and added he had no reason to think that "others would not be equally responsive . . . to other aspects of the ABU's work." He said he hoped to interest the networks in sending engineers or producers to some of the developing Asian nations for six months in each of the next three years.

Sir Charles also criticized the TV programs America puts on foreign TV screens. He said the U. S. image is damaged by the "stream of westerns, crime shows and cheap films that almost monopolize" our screens. "Your fine documentaries and public affairs programs, are, of course, in a very different category," he continued. "It is a pity there isn't a ban on the exporting of cheap action shows, and a bounty on the good programs."